

THE REPORT

MEDIA KIT 2027



SSAA Queensland

ASA
Australian Shooters Alliance

THE REPORT

– a magazine for the Australian shooter, hunter and outdoors enthusiast.

The Report is published by SSAA Queensland.

SSAA Queensland is a not-for-profit Incorporated association, being the parent body of more than 75 branches throughout Queensland. We have 83,000 members, making us the largest shooting association in the southern hemisphere. We own and manage multiple shooting complexes throughout Queensland on behalf of Queensland members.

With such a large audience, for the industry, we have taken charge of our own destiny and *The Report* magazine is the premier publication in Australia covering all things shooting, hunting and outdoors.

Frequency: Monthly from February to December

Circulation: 100,000

Distribution: Direct to SSAA Queensland members by email and post. Also available for anyone to pick up for free from more than 80 dealers across Australia. Everyone can view it for free also, on SSAA Queensland's website www.ssaaqld.org.au. Available for purchase from your local newsagency, or readers can subscribe via the ASA Online Shop, Magshop or isubscribe.

Please discuss booking and material deadlines with Karoline Wasiak directly on **0412 486 071** or email karoline.wasiak@ssaaqld.org.au

MAGAZINE

Specifications

The Report is saddle stitched and printed web offset throughout. All artwork must be supplied digitally as a 300dpi high resolution CMYK PDF. All fonts and graphic files must be embedded.

Double page:

410mm wide x 270mm high (trim)
420mm wide x 280mm high (bleed)

Full page:

205mm wide x 270mm high (trim)
215mm wide x 280mm high (bleed)

Half page horizontal:

184mm wide x 115mm high

Half page horizontal full bleed:

205mm wide x 129mm high (trim)
215mm wide x 139mm high (bleed)

Half page vertical:

90mm wide x 234mm high

Third page horizontal:

184mm wide x 79mm high

Third page horizontal full bleed:

205mm wide x 93mm high (trim)
215mm wide x 103mm high (bleed)

Third page vertical:

57mm wide x 234mm high

Quarter page horizontal:

184mm wide x 57mm high

Quarter page horizontal full bleed:

205mm wide x 71mm high (trim)
215mm wide x 81mm high (bleed)

Quarter page vertical:

90mm wide x 110mm high

Gallery:

60mm wide x 80mm high

Full page, double page & full bleed adverts require **5mm bleed, no registration marks and crop marks**. Please keep any active content 8mm inside trim size.

Please provide the **URL** you would like your advert to link to in the digital magazine.

Rates

Full page	\$1805
Half page	\$930
Third page	\$695
Quarter page	\$570
Gallery ads	\$195

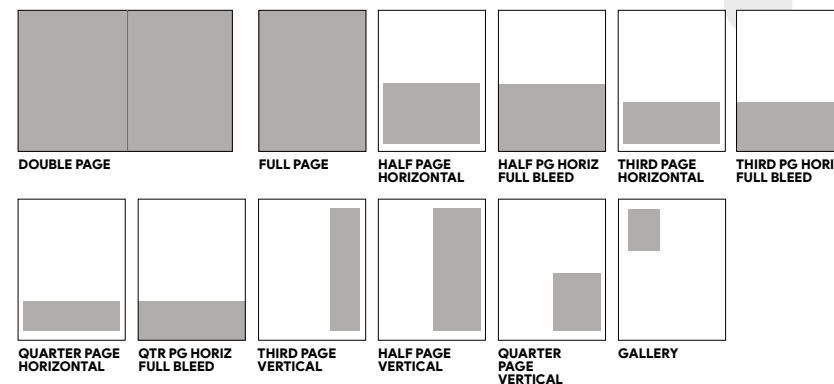
(All ads ex GST)

Premium Options

IFC plus page 3	\$4315
IBC	\$2140
OBC	\$2990
Centre spread poster	\$3600
8 page pullout spread	\$12,995
8 page gatefold insert	Enquire now
Stitched in A2 poster	Enquire now

2027 Print Deadlines

Issue	Booking Deadline	Artwork Deadline	Release
2.1 February 2027	4th Dec 2026	4th Jan 2027	1st Feb 2027
2.2 March 2027	8th January	29th January	1st March
2.3 April 2027	5th February	4th March	1st April
2.4 May 2027	5th March	2nd April	1st May
2.5 June 2027	2nd April	4th May	1st June
2.6 July 2027	3rd May	3rd June	1st July
2.7 August 2027	4th June	2nd July	1st August
2.8 September 2027	2nd July	4th August	1st September
2.9 October 2027	6th August	3rd September	1st October
2.10 November 2027	3rd September	4th October	1st November
2.11 December 2027	4th October	3rd November	1st December



PRINT

Member Exclusive Deals

We team up with the industry and like-minded businesses (small & large) to offer exclusive discounts, deals and perks to our 83,000+ SSAAQ members and broader community. We have already teamed up with some great brands around hunting, 4x4, health, optics, merchandise, camping, fishing and more and would love you to be part of it. This is a growing, on-going, long-term campaign, with no deadlines. Promotions will roll out through our monthly *The Report* magazine, e-newsletters, social media, and our website. There's no cost to participate. All we need from you is:

- Your business / company / brand logo
- A short description of who you are, what you do and the deal (for example % off, free shipping, free gift with purchase, etc)
- The promo code for online checkout

Offers can be updated anytime, and you can remain part of the program for as long as you like. We can include sales and other promotions that are time critical for you, if that works best for your business.

Competitions

If you would like to donate a prize, please let us know. We will promote your product, as well as mention your company and website. All we need from you is a high resolution of the image, the RRP, who we can reference as kindly donated by, and your website. At the end of the competition period, we will send you the details of all entrants to add to your database if you wish.

Reviews

If you have a story about your business, services, or products, we'd love to hear from you. Your products could be featured in a review by one of our writers, and we can also provide news coverage for your current events or projects. This complimentary coverage is available to all advertisers and offers unique value that's hard to replicate.

Magazine Fallout Onserts

Your message can be included in our magazine distribution as a separate fall-out advertisement, which will be inserted loosely in the packaging of the magazines.

With *The Report* magazine: Material provided can be printed double sided but must not exceed the size of the magazine, which is 270mm deep x 205mm wide.

Weight must not be more than 10 grams. Below pricing does not include printing; however, we can arrange this for you if required.

Rates

\$1840 per 30,000

\$3620 per 60,000

Membership Card Inserts

We also mail approximately 6,900 SSAA Membership Cards each month to new and existing individual SSAAQ members, and we can include your message as part of that mailing.

Both of these advertising options guarantee that your message will be seen by your potential customers.

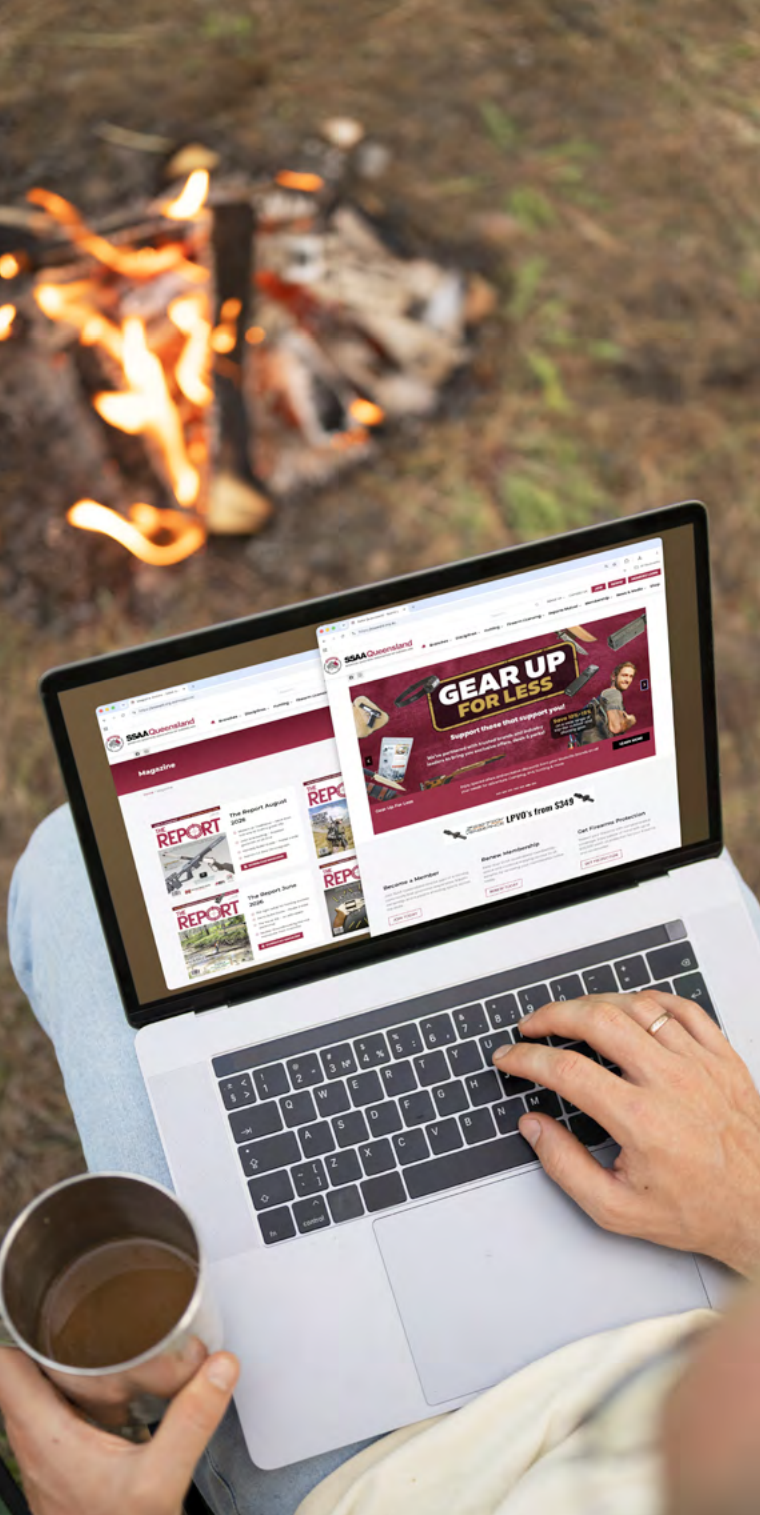
Material to be included with the SSAAQ Membership Card mail-out must not exceed DL size, which is 100mm deep x 210mm wide. Below pricing includes printing on both sides of the flier.

We send out 83,000 new and renewed SSAAQ membership cards each year. You can select to include your flier in with every single membership card over 12 months or select a particular month only.

Rate

\$1415 per 10,000





DIGITAL

SSAA Queensland Members Newsletter

Our monthly e-newsletter is packed with essential news, events, exclusive offers, and everything you need to know about the shooting and outdoors industry. Sent to 70,000 subscribers, with an open rate of 50-60%, you know this is something SSAA Queensland members are eagerly checking out!

Rates & Specs

Story or Ad: \$315 each (same price for both)

Ad Specs: 1/3 page horizontal (184mm w x 79mm h) for easy layout.

Story Specs: Up to 200 words and 1-2 images (Advertiser to supply; we handle layout).

NEW The Report newsletter

The Report e-Newsletter is a dedicated monthly digital companion to *The Report* magazine, giving advertisers another opportunity to reach readers beyond the printed page. Delivered directly to a growing subscriber base, each edition features stories and reviews from the latest magazine, competitions, recipes, industry news and outdoor content.

Advertising in *The Report* e-Newsletter allows brands to appear alongside trusted, relevant content while reinforcing their presence with readers who are already engaged with the shooting and outdoor community. It is an effective way to support magazine advertising, promote products and services, increase brand awareness and drive readers directly to your website or campaign. Spots are limited and will fill up fast. Don't miss your chance to partner with Australia's leading shooting and outdoor publication.

Rates & Specs

Ad: \$150

Ad Specs: 728px wide x 90px high

Website

Position your brand in front of a highly targeted and engaged audience on ssaaqld.org.au. Your ad will gain maximum visibility among shooting sports enthusiasts and industry professionals. This is a prime opportunity to elevate your brand and connect with a passionate community at the forefront of the industry.

Website Rates & Specs

Position / Size	MREC (sidebar)	Leaderboard (top & bottom)
Homepage & other pages	\$105 (MREC)	\$210

Medium Rectangle (MREC) 300 px wide x 250px high
Leaderboard 728px wide x 90px high

For any digital option booked, a monthly report with impressions, opens and CTR will be provided by email.

Website & SEO

SSAA Queensland attracts tens of thousands of unique visitors to its website each month, supported by a specialist media team managing our digital presence.

With a growing content archive, deep industry expertise and *The Report's* substantial monthly output, the volume of original content we produce for SEO and AI search is fast becoming a unique competitive advantage.

Every review featured in *The Report* is strategically reworked and optimised for search engines and AI platforms, creating additional opportunities for your brand and business to be discovered online. This means your advertising investment doesn't just live within the pages of the magazine - it can continue delivering exposure across the wider digital ecosystem.

We don't just put your brand in front of 100,000+ shooters each month, we help them discover, research, trust and choose your products.

ABOUT THE READER



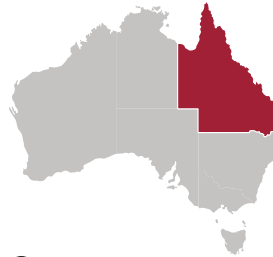
Socials

The Report magazine's Instagram page is a reflection of the magazine, with content being posted regularly to promote the issue. Posts include reels and images, highlighting stories, reviews and advertisements. This is a free initiative that gives more value to your regular print advertising.

Primarily 35+ age group

15%

85%



83,000 members

= largest shooting association in southern hemisphere



280k
monthly reach

2027 Digital Deadlines

Month	Booking Deadline	Artwork Deadline	The Report eDM Release	SSAAQ eDM Release
January	16th December 2026	23rd December 2026	1st January 2027	18th January 2027
February	20th January	27th January	1st February	16th February
March	17th February	24th February	1st March	16th March
April	17th March	24th March	1st April	13th April
May	21st April	28th April	3rd May	18th May
June	19th May	26th May	1st June	15th June
July	16th June	23rd June	1st July	13th July
August	21st July	28th July	2nd August	16th August
September	18th August	25th August	1st September	16th September
October	22nd September	29th September	1st October	15th October
November	20th October	27th October	1st November	16th November
December	17th November	24th November	1st December	16th December



80% own a 4WD



65% love camping



60% enjoy fishing



23% are keen hikers



34% own a boat

WHAT MAKES **PRINT** SO UNIQUE?

In a busy, digital world **print builds trust.**

*The Report Magazine connects with a highly engaged audience
- and turns attention into action.*



Feels more personal

How? With less mail in the letterbox these days it has greater cut through.

Benefit to advertiser?

Greater cut through. Your brand / logo / ad is physically and literally in someone's home.



Can read in my own time

How? Readers can choose when they are going to take the time to read rather than being bombarded, harassed and annoyed.

Benefit to advertiser?

In the moment, stronger message retention.



Perceived as more premium

How? The act of printing something can signal a higher level of care and attention to detail, compared to digital content.

Benefit to advertiser?

Perceived higher quality and ability to create a lasting impression.



Tangible, can feel the brand character

How? The tactile nature provides colours, size of image etc, and immerses shoppers more deeply in the brands image / personality.

Benefit to advertiser?

Drives awareness, reinforces brand image.



Print is an **essential ingredient** in marketing.

It works alongside digital to build awareness, reinforce messages, nurture relationships and drive sales.



Powerful medium for delivering value-driven messaging

How? Brand and value messaging is delivered to your target audience in a curated environment aligned to their areas of interest.

Benefit to advertiser?

Stronger brand and content retention. Helps form consumer preference.



Ritual / bonding experience

How? Some see reading a magazine as a ritual. This special time spend with a magazine can create excitement and build aspiration.

Benefit to advertiser?

Greater brand awareness and commitment to purchase products!



Serves as a physical reminder

How? Magazines are often retained in the home, referenced multiple times and shared with others – rather than scroll and forget.

Benefit to advertiser?

Multiple engagement events and prompts to purchase brands and products advertised.



Safer, no need to share personal information

How? Can readily access without needing to put online safety at risk.

Benefit?

Simply, peace of mind.

Ultimately... print builds trust.



ON AVERAGE
PEOPLE SPEND

43
MINUTES

TO READ A
MAGAZINE

It's relaxing and captures attention for longer.

It's a great way to slow down, making message retention stronger.

It's more than a magazine... *it's a connection.*



TARGET YOUR AUDIENCE

THE **REPORT** MAGAZINE

If you have any questions or if you would like to discuss any opportunities, please get in touch.

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Sporting Shooters Association of Australia (QLD)

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W: www.ssaaql.org.au

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ASA
Australian Shooters Alliance

SSAA Queensland